Traffic Order# 24623 Status Confirmed Mod# 3

Ver# 11

7900495

Ren Order# EC'd Yes

Printed: Last Received:

Showing Buylines: All Lines

**Printed:** 08/30/2012 11:35 AM 08/29/2012 1:31 PM

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) WASHINGTON ) JAMIE ANDRUS Rep Firm Sales Office ( Salesperson (

( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 C/F1/P2/E LOVE/ORDR/828903 Pates 08/28/2012 - 09/03/2012

Agency C/P1/P2/E Flight Dates Hiatus Weeks

Agency

KSL-TV SALT LAKE CITY
r ( )LOVE, MIA
LOVE/CD4/R

Advertiser Estimate#

Station Product Patricia Dome

Phone# Buyer Fax#

828903

Salesperson Phone# 202-872-1155 Salesperson FAX#

- CONTRACT COMMENT -

CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAIZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES TEAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETBNICITY.

Ln Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1 SA Rating: 3.0	GAME NIGHT LIVE	630P-7P	  	09/01-09/01	-	\$100.00	       
2 Rating: 2.0	SUNDAY EDITION	9A-930A	08	09/05~03/05	н	\$85.00	Ħ
3 Rating: 1.0	GAME NIGHT LIVE	1135P-1205A	0 %	10/60-10/60	₩	00-09\$	Ħ
4 TU-F Rating: 1.0	BARLY TODAY Buyline Comment: 1/DAY TU,TR 2/DAY W,F	5A-6A	0e :	08/28-08/31	w	550.00	w
8 M Rating: 1-0	EARLY TODAY	52-63	30	09/03-09/03	ਜ	\$50.00	н
9 SA Rating: 3.0	6PM NEWS	GB-630P	р е:	09/01-09/01	ਜ	\$275.00	н
10 st Rating: 2.0	Meet the press	8A-9A	g 8 1	. 20/60-20/60	;rd	\$200.00	тi
11 SA Rating: 1.0	SATURDAY TODAY	5A-7A	:30	10/60-10/60	0	\$30.00	8

2 <b>of</b> 6			Total Spots	1 <b>6</b>	w	۵	er	ਜ	ri	иĵ	8	m	ਜ
5 AM	) WASHINGTON ) JAMIE ANDRUS	202-872-1155	Rate	\$95.00	\$220.00	\$220.00	\$275.00	\$275.00	\$425.00	\$230.00	\$230.00	\$550.00	\$550.00
Printed: 08/30/2012 11:35 AM 08/29/2012 1:31 PM nes	Rep Firm Sales Office ( ) WAS Salesperson ( ) JAM)	Salesperson Phone# 205	Spots/Week	1 1 1 1	ſρ	o	qŧ	н	ᆏ	'n	84	m	, Ħ
Printed: Last Received: 08/29/2/ Showing Buylines: All Lines	Rep Sale: Sale	Sale: Sale:	Dates	09/02-09/03	08/28-08/31	69/60-60/60	08/28-08/31	60/60~60/60	10/60-10/60	08/28-08/31	60/60-60/60	ġ8/58-08/30	69/60-60/60
24623 Last Showing B	. GROUP 0 114 314	9/03/2012	Len	00000	ວ ຕ	oe:	e:	.30	:30	De:	. 30	.30	:30
Traffic Order# 24623 Sl	( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 C/P1/P2/E LOVE/ORDR/828993	08/28/2012 - 09/05/2012	Time	7A~8A	122-17	122-12	4B-5P	42-52	10352-11052	102-112	102-112	6308-72	630F-7F
Status Confirmed	Agency (81 Agency Agency CPP)	Flight Dates Hatus Weeks			1/DAY W.F					5; 2/DRY W			
Ver# 11 Mod# 3	KE CITY UA		Program	AY	NEWS @ NOON Buyline Comment: 2/DAY TU,TH 1/DAY W,F	S & NOON	DR PHIL Buyline Comment: 1/DAY	DR PHIL	Sportsbrat	RACHAEL RAY Buyline Comment: 1/DAY TU,TH-F; 2/DAY W	rachael ray	NEWS Buyline Comment: 1/DAY	ю
7900495	KSL-TV SALT LAKE CITY r ( ) LOVE, MIA LOVE/CD4/R : 828903	Patricia Dome	Pro	TODAX	NEW Buyline C	NEWS	DR. Buyline C	DR.∵	2.20 2.20	RACI Buyline C	RACI		NEWS
Rep Order# EC'd Yes	te#	Buyer Pat Phone# Fax#	In Day	ing:	13 TU-F Rating: 3.0	17 M Rating: 3.0	18 TU-F Rating: 2.0	22 M Rating: 2.0	23 SA Rating: 3.0	24 TU-F Rating: 2.5	28 M Rating: 2.5	29 TU-TH Rating: 3.7	32 M Rating: 3.7

Rep Order# 7/ EC'd Yes	7900495 Ver# 11 Mod# 3 Status	Status Confirmed Traffic	Traffic Order# 24623	3 Last Re Showing Buyl	Prir Last Received: 08, Showing Buylines: All Lines	rted: 29/2012 1;	08/30/2012 11:35 AM 31 PM		3 of 6
tet it se	KSL-TV SALTLAKE CITY r ( )LOVE, MIA LOVE/CD4/R f \$22903	4 15 0	T MEDIA GR SUITE 400 L, VA 22314 OVE/ORDR/8	OUP.		Rep Firm Sales Office ( Salesperson (	) WASHINGTON ) JAMIE ANDRUS	FTON DRUS	
Buyer Patri Phone# Fax#	Patricia Dome	Flight Dates 08/28 Hiatus Weeks	08/28/2012 - 09/03/2012	//2012		Salesperson Phone# Salesperson FAX#	ne# 202-872-1155 X#	-1155	
In Day	Program.	Time	Ī	Len	Dates	Spo	Spots/Week	Rate	Total Spots
33 TU-F Rating: 4.5	news g gp	9-49	30 FB	:30	08/28-08/31	1 4	]    -	\$675.00	4.
	Buyline Comment: 1/D&X								
37 M Rating: 4.5	News 8 67	9 <u>49</u>	67-630 <i>P</i>	:30	£0/60-£0/60	स्त		\$675.00	<del>र</del> ्न
38 TU-F Rating: 3.0	KSL 5 NEWS TODAY	6A-7A		:30	08/28-08/31	ယ		\$375.00	ហ
	Buyline Comment: 1/DAY TU,TH,F 2/DAY W	W							
42 M Rating: 3.0	KSL 5 NEWS TODAY	6A-7A		0e:	80/60-80/60	Ħ		\$375.00	FI.
43 TU-F Rating: 2.7	LATE NIGHT	1135	1135P-1235A	:30	08/28-08/31	Δı		\$325.00	7
	Buyline Comment: 1/DAY								
47 M Rating: 2.7	LATE NIGHT	SELL	1135P-1235A	30	£0/60-E0/60	rei		\$325.00	e~t
48 ru-F Rating: 3.0	торау	9A-10A		:30	08/28-08/31	ヷ		\$230.00	च्यु
	Buyline Comment: 1/DAY								
52 M Rating: 3.0	TODAY	9A-10A		30	£0/60~£0/60	Ħ		\$230.00	Ħ
53 TU-F Rating: 1.0	NATE BERKUS	G B - G C		000	08/28-08/31	ব		\$95.00	ঘ
	buylkus vomment: 1/mki								
57 M Rating: 1.0	NATE BERKUS	% - पुर - पुर		330	£0/60-£0/60	0		\$95.00	0

4 of 6			Total Spots	] 4a     		٥	н	Up		Ð		ਧਾ		ल	Ħ	o	ᆏ
5 AM	) WASHINGTON ) JAMIE ANDRUS	202-872-1155	Rate	\$150.00		\$150.00	\$325.00	\$150.00		\$150.00	\$1,200.00	\$850.00		\$850.00	\$50.00	\$2,500.00	\$2,500.00
Printed: 08/30/2012 11:35 AM 08/29/2012 1:31 PM incs	Rep Firm Sales Office ( ) WAS Salesperson ( ) IAM	Salesperson Frone# 202 Salesperson FAX#	Spots/Week	1 2,		o	r.	w		a	п	લા		el	r	O	н
77 Printed Last Received: 08/29/7 Showing Buylines: All Lines	Rep Sale Sale	Sale	Dates	08/28-08/31		09/03~03/03	09/02-09/02	08/28-08/31		69/03-09/03	09/01-09/01	08/28-08/31		£0/60-£0/60	09/02-09/03	08/28-08/28	08/30-08/30
24623 Las Showing I	. GROUP 0 314 31/828903	7107/50/6	Len	:30		:30	: 30	. 30		:30	0 8 "	ი ო :		:30	:30	0e:	30
Traffic Order#24623 Sl	( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 C/P1/P2/E LOVE/ORDR/828903	80	Time	11A-12F		113-129	530P-6P	17-21		1P-2P	10P-1035P	7A-8A		7.8-8.8	1130P-12A	801-48	72-9P
r# 11 Mod# 3 Status Confirmed	Agency Agency Right D	Hiatus Weeks		S)	ent: 1/DAY	vs	NEWS/NFL EDITION	SHOW 3	Buyline Comment: 2/DAY TU,TH 1/DAY W,F	SHOW 3	SWS		ent: 1/DAY		HIST OF SAINTS	7 - 30	7 – 30
7900495 Ver#	KSL-TV SALTLAKE CITY ( ) LOVE, MIA LOVE/CD4/R 828903 Patricia Dome		mexboxE	STUDIO	Buyline Comment: 1/DAY	OIUDIO	News/Ni	TODAY SHOW	Buyline Comm	TODAY S	10 P NEWS	TODAY	Buyline Comment: 1/Day	TODAY	HIST OF	RNC 8/27	RNC 8/27 - 30
Rep Or <i>der#</i> EC'd Yes	<b>₽</b> ₩	Phone# Fax#	In Day	58 TU-F Bating: 2.0		62 M Rating: 2.0	63 Rating: 3.0	64 TU-F Rating: 2.0		68 M Rating: 2.0	69 SA Rating: 5.0	70 TU-F Rating: 5.0		74 M Rating: 5.0	75 ST Rating: 1.0	76 TU Rating: 14.0	77 TH Rating: 16.0

Rep Order# 7900495 BC'd Yes	Ver# 11 Mod# 3	Status Confirmed	Traffic Order# 24623	:623 Last ] Showing Bu	23 Printed Last Received: 08/29/, Showing Buylines: All Lines	Printed: 08/30/2012 11:35 AM 08/29/2012 1:31 PM ines	5 AM	5 of 6
Station KSL-TV SALT LAKE CITY Advertiser ( )LOVE, MIA Product LOVE/CD4/R Estimate# 828903	T LAKB CITY 75, MIA R	Agency ( ) 814 KIN ALEXA. Agency (C/P1/P2/R4	( ) SMART MEDIA GROUP 814 KING ST, SUTTE 400 ALEXANDRIA, VA 22314 P1PJ/R I OVHORDA 628903	FROUP 4	Rej Sah Sah	Rep Firm Sales Office ( ) WAS Salesperson ( ) JAM	) WASHINGTON ) JAMIE ANDRUS	
	Je	Flight Dates Histus Weeks	08/28/2012 - 09/03/2012	/03/2012	Sal	Salesperson Phone# 203 Salesperson FAX#	202-872-1155	
In Day	Program		######################################	Len	Dates	Spots/Week	Rate	Total Spots
78 W Ræting: 14.0	RNC 8/27 - 30		8P-10P	08:	08/29-08/29	ત	\$2,500.00	rf
79 W~E	SMan		52-5302	08"	08/29-08/31	н	\$675.00	Ħ
80 SA Rating: 2.0	AGT		∓8- <u>9</u> 7	30	10/60-10/60	п	\$420,00	ri
81 SA Rating: 2.0	SAVING HOPE		46-48	30	09/01-09/01	ਜ	\$415.00	Ħ
82 Rating: 14.0	RNC 8/27 - 30		72-97	:30	08/29-08/31	Ħ	\$2,500.00	п
-REPORT TOTALS- Report Totals: 88 / \$33,365.00	33,365.00							
-SALES MONTHLY TOTALS-	rs–							
Sep 12: 88 / \$33,365.00 Sales Totals: 88 / \$33,365.00 Station Totals: 88 / \$33,365.00 Lines not sent/scld/rtrn: 0 / \$0.00 —COMPETTIVE— Market Totals Books null Demos RA35+	\$33,365.00 / \$33,365.00 38 / \$33,365.00 31d/rtrn: 0 / \$0.00 Market Totals \$166,825 null R&35+	25 CABL 08 KUCW 08	K0ZZZX K0YV	KSL	2.0.8 %	KSTU D\$. Unkn 80%	KIUX 0%	